**Summer Campaign ‘I’m stopping HIV.’**

**Social media: links and suggested posts**

**Links to information pages**

**Campaign landing page:** [**http://bit.ly/2JOKgM0**](http://bit.ly/2JOKgM0)

**PrEP:** [**http://bit.ly/2t0jRVh**](http://bit.ly/2t0jRVh)

**Treatment:** [**http://bit.ly/2I06OaV**](http://bit.ly/2I06OaV)

**Condoms:** [**http://bit.ly/2JLmGE6**](http://bit.ly/2JLmGE6)

**Testing:** [**http://bit.ly/2JMjRmf**](http://bit.ly/2JMjRmf)

**Links to interactive digital tools**

|  |  |  |
| --- | --- | --- |
| **Tool** | **Description** | **Link** |
| **Condom quiz** | A short quiz that recommends the best condom to use. | <http://bit.ly/2LQ8kyC> |
| **When to test:** | A tool to assess when someone should get tested | <http://bit.ly/2JStkHD> |
| **Which test** | A short quiz that suggests the best test to use. | <http://bit.ly/2l99sSO> |
| **Where to test** | A testing service finder. | <http://bit.ly/2MuAY9S> |

**Twitter**

|  |  |  |
| --- | --- | --- |
| **Tool** | **Tweet** | **Link** |
| Campaign landing page | We now have the tools to stop HIV, but it takes each of us to make it happen. Here’s how you can protect yourself and others from HIV #ImStoppingHIV  (We suggest that you use four images for this post to include Prep, Condoms, Treatment and testing. In the supplied images in the pack we have created different folders with images for each of these topics.) | <http://bit.ly/2JOKgM0> |
| Condoms | Condoms come in different sizes & materials. Take this short quiz to find the best condom for you. #ImStoppingHIV | <http://bit.ly/2LQ8kyC> |
| Testing | Answer a few questions about yourself and your sex life and we'll recommend when you should get tested. #ImStoppingHIV | <http://bit.ly/2JStkHD> |
| HIV testing is easier than ever. Answer a few questions and find out what testing option is best for you #ImStoppingHIV | <http://bit.ly/2l99sSO> |
| Find out where to get a free HIV test near you. #ImStoppingHIV | <http://bit.ly/2MuAY9S> |
| PrEP | PrEP is a HIV drug that someone without HIV can take. It will stop them getting HIV during sex with or without a condom. It is highly effective at preventing HIV. Learn more about it here #ImStoppingHIV | <http://bit.ly/2t0jRVh> |
| Treatment | People on effective HIV treatment cannot pass on the virus. Find out more about how treatment works. #ImStoppingHIV | <http://bit.ly/2I06OaV> |

**Facebook**

|  |  |  |
| --- | --- | --- |
| **Tool** | **Post** | **Link** |
| Campaign landing page | We now have the tools to stop HIV, but it takes each of us to make it happen. Here’s how you can protect yourself and others from HIV #ImStoppingHIV  (We suggest that you use four images for this post to include Prep, Condoms, Treatment and testing. In the supplied images in the pack we have created different folders with images for each of these topics.) | <http://bit.ly/2JOKgM0> |
| Condoms | Your choice of condom makes a huge difference to how good they feel and how well they work.  Take this short quiz to find the best condom for you. #ImStoppingHIV | <http://bit.ly/2LQ8kyC> |
| Testing | Answer a few questions about yourself and your sex life and we'll recommend when you should get tested. #ImStoppingHIV | <http://bit.ly/2JStkHD> |
| Testing for HIV is now easier than ever with many options of how you can get tested.  Answer a few questions and find out a testing option that might be suitable for you. #ImStoppingHIV | <http://bit.ly/2l99sSO> |
| You can get an HIV test from health professionals at your local sexual health clinic, GP surgery or some local HIV organisations.  Find out where to get a free HIV test near you. #ImStoppingHIV | <http://bit.ly/2MuAY9S> |
| PrEP | PrEP is a HIV drug that someone without HIV can take. It will stop them getting HIV during sex with or without a condom. It is highly effective at preventing HIV. Learn more about it here #ImStoppingHIV | <http://bit.ly/2t0jRVh> |
| Treatment | People on effective treatment cannot pass on HIV. That’s because HIV medication works by reducing the amount of the virus in the body to ‘undetectable’ levels. This means the levels of HIV are so low that the virus cannot be passed on. This is called having an ‘undetectable viral load’. #ImStoppingHIV | <http://bit.ly/2I06OaV> |

**Instagram**

|  |  |
| --- | --- |
| **Tool** | **Post** |
| Campaign landing page | We now have the tools to stop HIV, but it takes each of us to make it happen. You can protect yourself and others from HIV using   * Condoms * PrEP * Testing * Treatment   Find out more via @startswith\_me  #ImStoppingHIV  (We suggest that you use four images for this post to include Prep, Condoms, Treatment and testing. In the supplied images in the pack we have created different folders with images for each of these topics.) |
| Condoms | Your choice of condom makes a huge difference to how good they feel and how well they work. Visit @startswith\_me’s website and do the condom quiz to find the best tool for you. #ImStoppingHIV |
| Testing | Testing for HIV is free, fast, confidential and simple- you can now even do it at home.  You have two options when you do it at home. To read the results yourself immediately or to send off a sample to a lab.  Find out more via @startswith\_me  #ImStoppingHIV |
| Most people get HIV from someone who doesn’t know they have it- the only way to be sure is to get tested.  Find out more via @startswith\_me  #ImStoppingHIV |
| You can get an HIV test from health professionals at your local sexual health clinic, GP surgery or some local HIV organisations.  Find out more via @startswith\_me  #ImStoppingHIV |
| PrEP | PrEP is a HIV drug that someone without HIV can take. It will stop them getting HIV during sex with or without a condom. It is highly effective at preventing HIV. Learn more about it here.  Find out more via @startswith\_me  #ImStoppingHIV |
| Treatment | People on effective treatment cannot pass on HIV. That’s because HIV medication works by reducing the amount of the virus in the body to ‘undetectable’ levels. This means the levels of HIV are so low that the virus cannot be passed on. This is called having an ‘undetectable viral load’.  Find out more via @startswith\_me  #ImStoppingHIV |